

New World China Land has always been actively engaged in all sorts of corporate citizenship activities. Our active participation in charity campaigns in many different regions of Mainland China demonstrate our commitment to embrace corporate social responsibility as our core value. Besides, we have also initiated and organized a wide range of social and cultural events, which have enriched community life and contributed to building a caring and harmonious society.

## VOLUNTEER

### Guangzhou

Following the footsteps of the successful corporate volunteer team of New World Group in Hong Kong, New World China Land (Guangzhou) formed its own corporate volunteer team in July 2006 with an aim to serve the needy in the local community.



Two volunteer events were organized within a month of setting up of the NWCL corporate volunteer team. They first visited the elderly home in Fangcun District and later on they organized a cruise along Guangzhou's Zhujiang River for 139 single elders who never have the chance to sightseeing on board.

## CHARITY CAMPAIGN

### Guangzhou

New World China Land (Guangzhou) and local staff donated RMB250,000 to the relief operations organized by Guangzhou Charity Association for the devastated southern Guangdong district which was hard hit by typhoon in August 2006.

### Tianjin

New World China Land (Tianjin) organized "Charity Donation for the Disabled" event in May 2006 at Tianjin New World Garden. A sum of RMB one million was donated to the local Tianjin Disabled Person Union to fund their various rehabilitation programmes for the disabled.

### Shunde

The staff of Shunde New World Centre organized the residents and retail tenants of the project to visit the local centre for disabled children of Shunde District, city of Foshan in Guangdong Province in late September 2006. The event not only brought smiles to the disabled children but also a sense of family and sharing.



### Huiyang

Palm Island Resort organized an UNICEF Charity Golf Tournament in January 2006. A sum of HK\$250,000 has been raised to support UNICEF's various programmes in improving the welfare of underprivileged children in Mainland China.

### Huizhou

Huizhou New World Long Lake Garden donated a total sum of RMB250,000 to the charity fund of Huizhou Municipal Charity Association in early 2006. At the same time, another RMB160,000 was donated to Huizhou Changhuyuan Elementary School to further improve its education facility.



### Hong Kong

NWCL's corporate office in Hong Kong supported the "Dress Special Day" organized by the Community Chest of Hong Kong on 29th September 2006 to raise funds to improve and develop "Family and Child Welfare Services". Colleagues who donated for the event and dressed casually to work, showing their care to the needy.

## COMMUNITY ACTIVITY

### Beijing

New World China Land (Beijing) joined hands with residents of Beijing New View Garden in Chongwen District in organizing a Chinese New Year lantern evening gala to celebrate lunar new year in February 2006.

### Guangzhou

With the support of New World China Land (Guangzhou office), residents from the Group's six residential communities in Guangzhou formed an arts performing group in January 2006. Through performing their own production of dances, plays, singing and other programmes, the performing group not only brings joy and harmony to the communities, but also creates a sense of belongings among the residents.



Children International Summer Village is an independent, non-political volunteer organization promoting peace education and cross-cultural friendship. Its International Summer Camp programme provides a range of unique, educational group activities for children at the age of 13 to 15 to develop cross-cultural understanding. The summer of 2006 marked their first summer camp in China and they have chosen NWCL's Guangzhou Park Paradise as their base camp to host the event. 15 families from NWCL's six communities in Guangzhou were chosen to provide boarding for 30 children of different nationalities from all over the world.